

NO BIG CHANGES IN MARMON OF 1917

Company Well Satisfied With
Car as It Is and So Are the
Many Owners.

No changes of any consequence will be made in the Marmon 34 for 1917. The present model, which has so successfully met the demand for a light weight, high powered car of advanced design and construction, will be continued throughout next year with possibly a few minor refinements in detail. The cars have proved so thoroughly satisfactory in the hands of owners that no changes are necessary.

During this current season nothing has been shown elsewhere, or in the Marmon factory either, that has actually proved itself as an advantage that would make advisable any substantial change in the Marmon 34. Says the notice from the Nordyke & Marmon Company of Indianapolis in telling of its 1917 product:

The Marmon 34 was first introduced to the motoring public at the New York show in the early part of January, 1916. It immediately was the centre of attraction at the premier motor event of the season, and the same interest was shown in the motor exhibitions in various parts of the country where the car was on display. Scientific construction and the extensive use of aluminum are the two most pronounced reasons for making the Marmon 34 a sensational car of the year.

The frame, for instance, is of deep section, and the body, which is aluminum and in three sections, rests directly on the frame. The make-up of the motor, which is of the most efficient valve-in-head type, is largely of aluminum. The result is that the Marmon 34 seven passenger touring car ready for the road—although a luxury car in every particular, big and powerful—weighs only 1,400 pounds, which is approximately 1,100 pounds lighter than other cars of the same class.

The decision to make no changes other than minor refinements, in the model to be offered during 1917 was reached only after a most extensive search for improvements and a careful record of months of experience of owners after they have received their cars. Everywhere the Marmon 34 is pronounced a wonderful success, both for its ability and comfort which it gives.

VELIE GETS BIG ORDER.

\$100,000 Worth of Fire Apparatus
Purchased in One Order.

The largest order for fire apparatus ever entered with a single firm was awarded to the Velie Motor Vehicle Company of Moline, Ill., by the council of Kansas City, Mo., this past week.

For almost a year the fire and water committee of Kansas City has been investigating apparatus of various makes. Test trials were held, factories investigated, many cities visited and a most thorough record kept of the daily performance of the several different makes now in the city's fire department.

Competition was keen, but the investigating committee unanimously recommended the Velie principles of construction by placing the entire order with the big Western company. Twenty pieces of various types were purchased—combination hose and chemical cars, ladder trucks, service trucks, etc., in total amounting to more than \$100,000. Naturally the Velie company feels proud of the fact that one of the most wide awake and progressive cities in the country has so recognized the worth of their products.

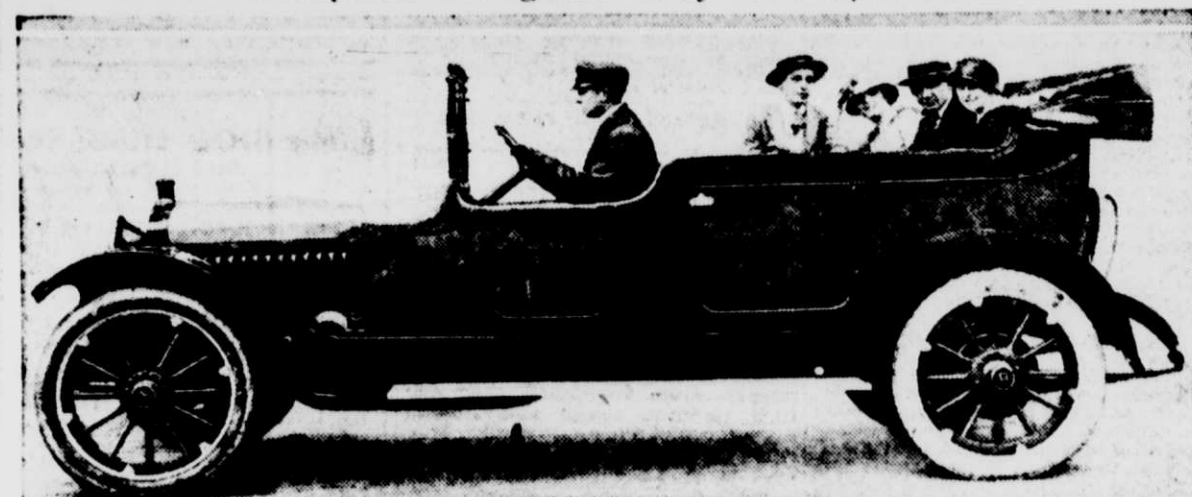
MICHELIN MAN'S TIRE HINTS.

The Evil of Travelling on Deflated Tires.

"A man came in here the other day," said Mr. Atwell, manager of the Michelin local branch at Broadway and Fifty-seventh street, "who had driven his car several miles on the rim, a tire having been punctured some distance away from town. The walls of the casing were scored and scrapped, while the fabric, which was torn and frayed, was broken away from the rubber and the beads were badly damaged. All this trouble was caused by the squeezing of the casing between the edges of the rim and the ground. Inside the casing small irregular shaped pieces of the tube were adhering to the fabric. All these evidences of abuse were conclusive proof that both casing and tube were badly injured if not ruined beyond repair. All things considered its expensive business traveling on deflated tires."

"It's far cheaper to carry a spare, as every sensible motorist does nowadays, but still there are a lot of short-sighted men who go along without an extra tire, hoping that the inevitable will never happen, and then to cap the climax they come in for an adjustment. I would advise every motorist to read a good instruction book on the care of tires, such as a book, for example, as that issued by the Michelin Tire Company."

Collapsible Brougham Body for Hupmobile



This body is of unusual interest because it apparently solves the "open and closed type" problem. It was designed and built by Chas. E. Riss & Co., Inc., agents for the Hupmobile in this territory.



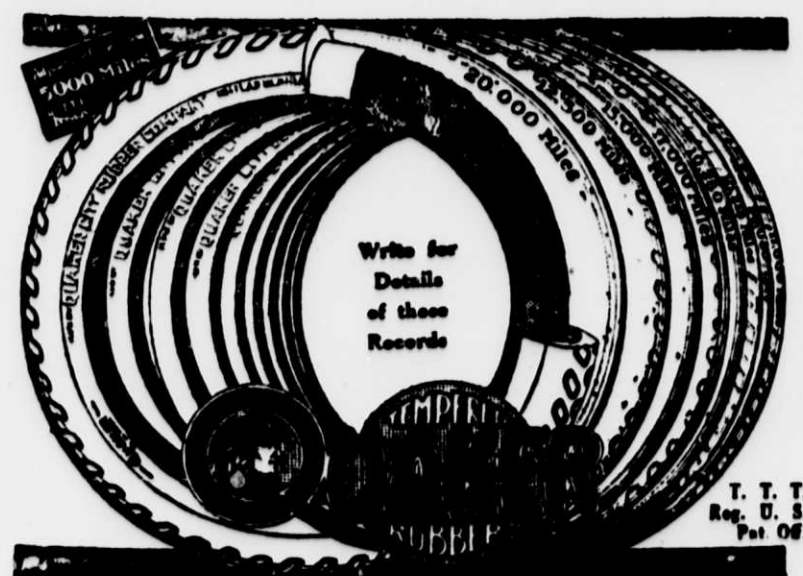
Joy-riding is passe, but care-free driving on Quaker Tires has become the vogue.

NEW YORK to Frisco and back on the same tires is some record, you'll admit. Yet, the average on a lot of Quakers in use in 14 States was 10,629 miles—more than three times the distance from coast to coast.

Is one of your tires going bad? Drive around to the Quaker Dealer and let him fix you up with a Quaker Tire. Then watch the miles pile up and the mileage cost dwindle.

See the local Quaker Dealer
Name and address on request to

QUAKER CITY RUBBER COMPANY
New York Distributing Station
207 Fulton Street

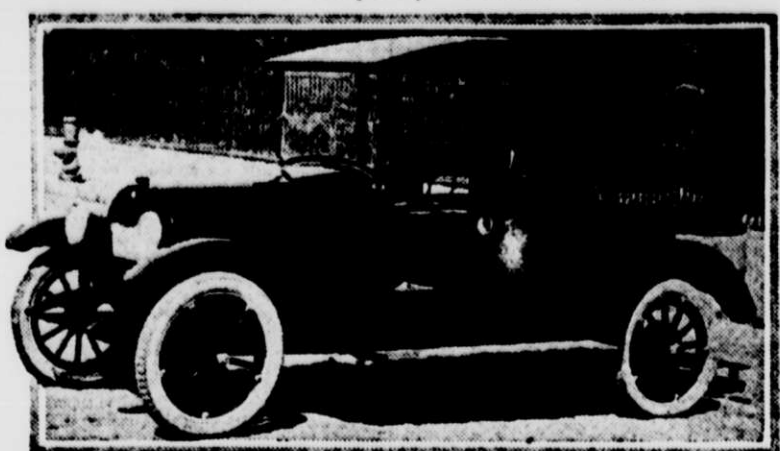


Grace Darling in Her Silver Cloverleaf



This four passenger roadster is one of the beautiful special bodies which have caught the fancy of particular metropolitan motorists this season. It is typical of the kind of bodies now being turned out by Mr. Silver. In common with other special bodies designed by him it can be had mounted on the Willys-Knight six cylinder Overland and Peerless Eight chassis. A myriad of extras making for comfort, safety and convenience are incorporated in all the Silver Specials.

Pullman Company Builds Truck



This is a 1,000 pound vehicle selling for \$750. It may be seen at the Pullman salesroom at 1802 Broadway.

APPERSON IN NEW HOME.

Larger Quarters Obtained at 1860 Broadway.

The Diamond-Apperson Company is now settled in its new and larger quarters at 1860 Broadway, corner of Sixty-first street. Six and eight cylinder Appersons in "chummy roadsters" and touring types are being shown.

Larger quarters were necessary because of the company's increased business and the fine prospects for the immediate future.

HAYNES CAR IN RECORD RUN.

Lowest New York to Washington Road Record.

The automobile road race between New York and Washington was lowered 1 hour and 28 minutes last Wednesday morning by D. Brailley (alias of Washington) at the wheel of a Haynes Six touring car.

Mr. Gish was accompanied on the run to Washington by the automobile editor of the Washington Post in the capacity of official observer. The car was checked out of the Jersey City ferry at 5:23 A. M. June 14, by John Toman and Joseph McDerry of Trenton and Matthew G. Rome of New Brunswick, the three checkers riding as far as Trenton. Upon the arrival of the record breakers at the corner of Thirtieth and E streets, Northwest, Washington, D. C., at 12:49 the same day they were checked in by Alfred Hixie. The actual time of arrival at this corner was 12:48, but the extra minute was added for the distance to the Municipal Building, as the car could not reach the finishing point on account of the preparedness parade which was then passing.

Mr. Gish handled the car perfectly and was feeling just as fresh at the finish as at the start. The crew never left the seat but once on the run down and then for only three minutes when the gasoline and oil tanks were refilled at Marcus Hook, the halfway point. Other stops totalling eleven minutes were made; twice for freight blockades, once for an open drawbridge, and once for a right of way across the bridge over the Susquehanna River.

This means an average speed of more than thirty-two miles an hour. The car was equipped all around with oversized Empire tires, which were of material assistance in the breaking of the record. Not a change was made; every tire stood up and did not show any wear at the finish. On a run of this character no time is allowed for any stops, tire changes or mechanical troubles; hence the dependability of the tires are an important factor.

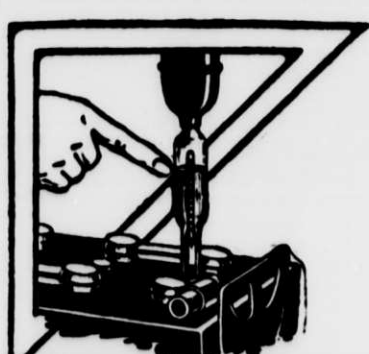
Joins Packard Co.



EMILEN S. HARE.

The business of the Packard Motor Car Company of New York has grown by such leaps and bounds within the past year that its facilities and personnel have both had to be rapidly increased to keep pace with its expansion. The administrative duties have been correspondingly amplified, and their arrangement has become absolutely essential to cope with the increasing burden of management.

The appointment of Emilen S. Hare as manager to handle the sales end of the business under E. B. Jackson, president of the company, is a logical development of this situation. Mr. Hare is a Philadelphian, with wide selling experience in the motor vehicle field. From 1909 to 1914 he was vice-president of the Commercial Truck Company of America of Philadelphia and joined the Packard organization on January 1, 1915, as a special representative of the motor truck department, in which capacity he has engineered the numerous large deals consummated in that branch of the business since his accession. His success in this connection was so conspicuous that he was but lately appointed manager of the motor truck department and in the company's search for a man to coordinate its combined selling functions his selection was but natural.



Has your Battery reached this Trouble Point without your Knowledge?

Are you making your storage battery work overtime—pulling your engine for starting, and lighting your car—without giving it enough current in return? Maybe you are, and don't know it.

You can't tell from its looks outside.

You can't tell from its action, perhaps until it's in bad shape.

Better have it tested today.

FREE Prest-O-Lite SERVICE

We're glad to help you avoid repairs. We aim to detect any cause of trouble and tell you about it.

Inspection, hydrometer test and addition of distilled water—all free, as often as you wish.

You may not be using the Prest-O-Lite Battery, but that won't stand between us.

Prest-O-Lite Service is the easy way to end battery troubles.

The Prest-O-Lite Co., Inc.
NEW YORK BRANCH
2104 BROADWAY

LIBERTY CAR DUE INDEPENDENCE DAY

Appropriate Day Selected for
Introduction of New Car to
Discriminating Motorists.

Selecting a significant trade name for a motor car is about as simple a proceeding as predicting the result of the Presidential campaign or picking a pennant winner in the big leagues.

With trade names valued by their owners at from a few thousands up to the million mark, it would seem that the choice of a name for a motor car would come in for serious consideration. Yet the roster of American automobiles indicates that most motor car names have very little meaning aside from identifying the product with the maker.

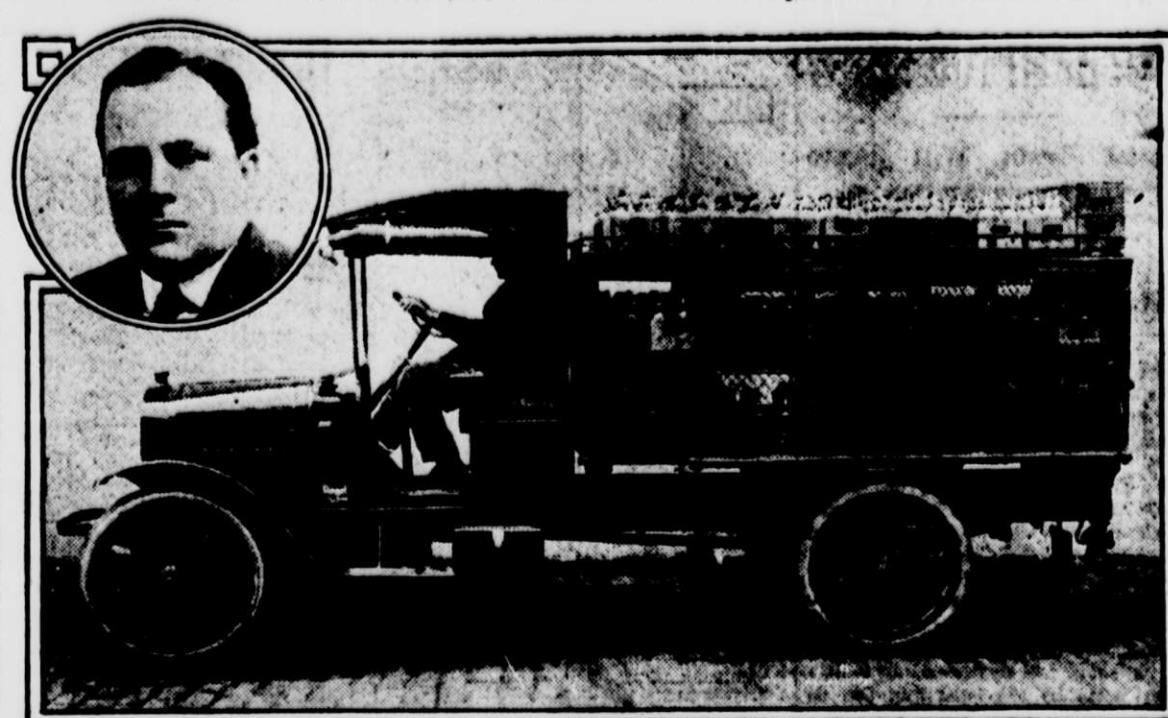
One of the newest companies to enter the field, the Liberty Motor Car Company of Detroit, has made a particularly happy selection. According to Percy Owen, president and general manager of the company, the word Liberty was hit upon only after hundreds of names had been considered and rejected.

A closer insight into the workings of the Liberty organization discloses the real basis for the name, for the company has looked to the earlier days of our nation's history for inspiration in many instances.

"Three things pointed to the word Liberty as the logical choice," said Owen. "First, the governing rules for the conduct of the company's business are laid down along lines which show a reversion to the rigid principles of earlier times. Then, too, the Liberty car itself in the lines of its design depicts a tendency toward Colonial simplicity. Those two factors in conjunction with the extreme simplicity in chassis construction which our designers have achieved, with the resulting suggestion of freedom from trouble, indicated Liberty as a very logical choice. The name has an even greater significance during these days of international difficulties, and the word is on every one's tongue."

Rumor has it that the Liberty will very appropriately be shown for the first time on July 4 in leading cities all over the United States.

Stewart Truck and Its Successful Metropolitan Distributer



The Lincoln Motor Company, Inc., metropolitan distributors for the Stewart Quality Trucks, are now located at 136 West Fifty-second street, in the Randall Building, at which address both their offices and service station will be located. The company will carry at all times in charge of a factory superintendent, a complete stock of parts for all models of Stewart trucks and be in a position to render to their many users and as sure prospective customers of prompt, efficient and courteous service.

H. R. Fletcher, the secretary and general manager of this company, is the former sales manager of the Stewart Motor Corporation of Buffalo, N. Y., having been with them since they started to manufacture this popular priced line. He recently resigned to take over the distributing for the Stewart trucks in this district and is particularly well qualified to demonstrate the adaptability of the Stewart to the modern delivery needs of prospective buyers.

J. P. Schafer is Mr. Fletcher's partner, and vice-president and treasurer. Mr. Schafer has been identified as president and manager of the Midtown Garage for several years and is well known in this city. The truck shown in the photograph is one of several recently sold to the Jacobs Company in Brooklyn, which mounted its wagon bodies on the Stewart chassis. Wagon bodies of from 1,000 to 1,800 pounds capacity readily fit on this chassis.

FINE FIRESTONE SERVICE.

Tires Give Great Account of Themselves in Test.

When the King Elgin completed its 10,650 mile run at Sheepshead Bay track with no motor stop there was plenty of praise for the splendid performance of

the Firestone tires with which it was equipped. Continuous driving of the car night and day with only stops for fuel and water constituted a right test for the tires as well as the car.

The weather conditions were far from ideal, rain being the rule most of the time. Yet despite this adverse condition the Firestone non-skids on the rear and plain treads on the front gave mile after

mile of service with the result that the unusual mileage secured surprised even the veteran motorists present. At the conclusion of the test Driver Grindle of the King took car said: "I never knew that tires would endure what our Firestones did and yet continue to give service. It was a real test for the car and tires and both came through with flying colors."

The Greatest Value On the Face of the Earth 31 1/2 H.P.



4 cylinder en bloc
motor 3 1/2" bore x 5"
stroke
104-inch wheelbase
4-inch tires
Cantilever rear
springs

\$635

Roadster \$620

f. o. b. Toledo

Streamline body
Electric starter
Electric Lights
Magnetic
speedometer
Complete equipment

The new series Model 75 B has *more power, more style, more room, more comfort* and is *more complete* than any other car for the price in the world.

Think of a car at this price having a motor that will develop fifty miles an hour!

Think of a car at this price that gets twenty to twenty-five miles on a gallon of gas!

Can you beat it?

There is not another car on the market under \$800 that can equal its performance. Order yours today.

C. T. SILVER MOTOR CO.

1760 Broadway at 57th St.

Tel. 700 Circle

YONKERS:
Bedford Ave. & Prospect Pl.
Tel. 9195 Prospect.

BROOKLYN:
Bedford Ave. & Prospect Pl.
Tel. 9195 Prospect.

BRONX:
140th St. & Third Ave.
Tel. 9812 Melrose.

NEWARK:
Broad & Commerce Sts. (Opp. Post Office).
Tel. 6450 Market.

The Willys-Overland Company, Toledo, Ohio

Made in U. S. A.